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E. James'

1949 Mid-Year Planting Guide



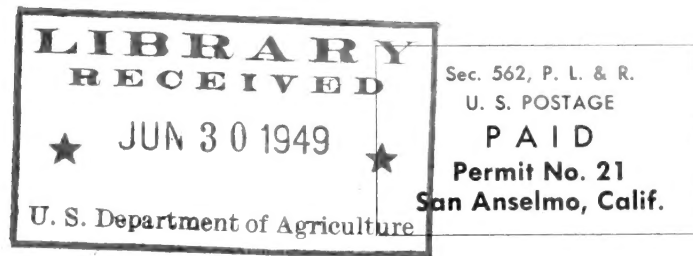
ALICE EASTWOOD

E. JAMES NURSERY

8715 MacArthur Blvd., Oakland 5, Calif.

Phone: SWEETWOOD 8-4420

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BARBARA FARR
PETER FISHER
MAINE SUNSHINE

CONNECTICUT
DARK PINK FISHER

E. James' *Centennial* *Carnations*

Plant Bands: 35c each, 3 for \$1.00
12 for \$3.50

BARBARA BRIGHAM. Apricot ground with light pink marking.

BARBARA FARR. Scarlet, profuse blooming, strong growing.

CONNECTICUT. White with carmine-maroon stripes, spicy fragrance.

DARK PINK FISHER. Deep rose pink, flowers on long stems.

MAINE SUNSHINE. Solid yellow, vigorous grower, popular.

NEW YORK. Rose pink mottled scarlet, a fine novelty.

NORTHLAND. Pure white fringed flowers, exquisite fragrance.

PETER FISHER. Light blush pink, strong stems, fringed flowers.

WOBBURN'S PRIDE. Solid dark red flowers in profusion.

HOW TO GROW CARNATIONS

Carnations will grow out-of-doors in a sunny location. The soil should be a rich garden loam prepared in advance by incorporating well-rotted manure. Provide good drainage and keep the soil about the roots in a moist, but not saturated, condition. Provide supports for flower stems a short time after planting.

The
E. James
Nursery
PLANTS, TREES AND SHRUBS

NOTHING BUT THE BEST SINCE 1905

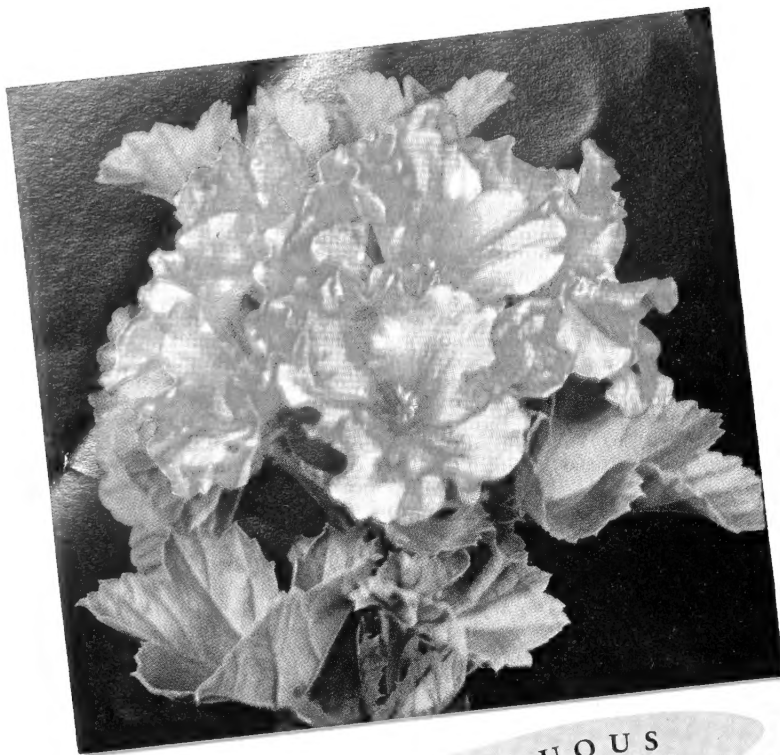
One of Oakland's leading sources for plants, shrubs, trees, seeds, bulbs and garden accessories. You will find garden shopping easy at the E. James Nursery. Conveniently located; ample off-street parking in the nursery grounds. Our new lathhouse centralizes plant materials and permits easy selection.

Out-of-town customers may order anything in this folder with complete confidence in quality of stock and prompt shipment. Please add 2½% California sales tax. Plants will be shipped charges collect.

8715 MacArthur Blvd.

Oakland 5, Calif.

SWweetwood 8-4420



CONSPICUOUS

Gay Pelargoniums

NEW 1949 INTRODUCTIONS

4" pots: \$1.50 each

BETTINA. (Schmidt). Soft pastel pink, deep red veining at base half of lower petals. Top petals slightly deeper colored, prominently veined from base to medium-sized deep velvety-red center blotch. Large umbels, large flowers, broad petals, good keeping quality.

CONSPICUOUS. (Brown). Shining oxblood or wine red, elongated black spot in lower petals, veining and blotch in top petals; waved petals edged with a black hair-line. Very large flowers, floriferous. Well named, as Conspicuous is one of the showiest and most distinct varieties to be introduced in years.

Choice Varieties Pelargoniums

4" pots: 75c each, 3 for \$2.00, 12 for \$7.50

AZALEA. Large blooms; upper petals rosy-red, blotched deeper red, lower petals pink.

BALLERINA. Ruffled pastel pink. Large flowers and free-flowering habit.

EDITH NORTH. Salmon pink with deeper shading on upper petals, blotched dark brown.

GAY NINETIES. Glistening white with brilliant raspberry-rose blotches.

GROSMAMA FISCHER. Rich salmon-pink with edges and blotches brownish-black.

HEARTBEAT. Sparkling rosy-red petals edged white, free-flowering and compact habit.

HAHIE SELASSIE. Rosy-violet with brown blotches, veined maroon.

MARY BARD. Large snow-white with mallow-spotted markings at base of petals.

1948 INTRODUCTIONS

4" pots: \$1.00 each, 3 for \$2.75

ALICE EASTWOOD. (Schmidt). Delightful soft rose-pink lower petals with two short dark stripes at the base. Top petals are shaded slightly deeper with velvety-red spot at the center.

JUNGLE NIGHT. (Brown). Large flowers are deepest maroon overlaid with velvety black. Petals are waved and curled. Strong upright grower.

PRAIRIE FIRE. (Schmidt). Soft pink lower petals are veined brown and flushed salmon-orange. Upper petals are heavily veined and overlaid brown-black in center, flushed with orange-salmon to the pink border.

MARIE ROBER. One of the deepest-colored pelargoniums. Purple magenta to black.

QUEEN OF HEARTS. Rosy-red lower petals and deeper in upper petals, velvety black blotch.

RHAPSODY. Velvety-crimson upper petals and lower petals salmon, overlaid with crimson.

SPRING SONG. Wavy delicate pink petals splotted velvety-red and veined crimson.

SPRINGTIME. Beautiful salmon-pink flowers over a long season.

VAGABOND. Deepest maroon with velvety sheen and contrasting penciled edge of rosy-lilac.

WALTZ TIME. Large petals lavender-orchid with velvety-violet spots. Free flowering.



PRAIRIE FIRE

Geraniums

READY IN JUNE

4" pots: 75c each, 3 for \$2.00
12 for \$7.50

ECSTASY. Single pale blush pink with apricot halos.

EMILE ZOLA. Single salmon, flushed apricot, large round flowers.

LADY OF SPAIN. Single coral pink, white throat, silvery reverse.

LULLABY. Double apricot-salmon, vigorous grower.

MME. BUCHNER. Double white, one of the finest.

PRIDE OF CAMDEN. Double deep red, showy, free blooming.

Ivy Leaf Geraniums

4" pots: 50c each, 12 for \$5.00

INTENSITY. Semi-double, brilliant orange-scarlet, free-flowering.

JOSEPH WARREN. Double violet-purple, deeper in bud, compact.

MRS. BANKS. Semi-double white, top petals marked light violet.



Fuchsias

New 1949 Introductions

4" pots: \$1.00 each

FLYING CLOUD. (Patent applied for). (Reiter). The double flowers are large and well-formed with long recurved pagoda sepals and well-placed full white petals. The entire flower glows with the palest rose tinting which is accentuated slightly at the base of the petals, giving the flower a warmth that has been lacking in previous "all whites."

CLARION. (Reiter). A vigorous upright grower with heat-resistant leathery foliage and quantities of glowing double Rose Bengal flowers, incurved petals of deepest Rose Bengal with nicely recurved sepals of pure crimson. A strong rapid grower that should flourish even under difficult conditions.

COLOMBINE. (Reiter). This entirely distinct fuchsia has medium-sized double flowers with the widest color contrast yet attained in the doubles between tube and petals. The tube and sepals are all white and the wide spreading petalage is deep purple. The flower petals are flat-spreading giving the flower more width and less depth. Unlike any other fuchsia.

1948 INTRODUCTIONS

4" pots: 75c each

IRISH ROSE. (Reiter). An entirely new coloring in Fuchsias. Medium-sized flowers are fully double, with pale chartreuse tube and petals of delicate rose. Nothing approaches the delicacy of coloring in this new fuchsia.

MANTILLA. (Reiter). A sensational new trailing fuchsia. Entire flower is a uniform deep carmine, with spreading petals and pagoda-like sepals. Tubes are extremely long, measuring to 3 1/2" in length.

VALENTINE. (Reiter). Huge semi-double, spreading corolla is deepest Imperial Purple fading to white at the base of each petal. Tube and sepals are white, flushed rose. Growth is strong and loose.

Aster Frikarti

Lavender-blue starlike flowers with yellow centers are borne in profusion on long, strong stems. Summer and fall.

Daisies

ESTHER REED. Completely double white flowers on tall stems.

MARCONI. Large shaggy flowers are snow-white with yellow centers.

MT. SHASTA. Fully double, high-centered flowers are pure white.

Prices for above: 35c to 75c each, depending on size.



ASTER FRIKARTI



SEVENTEEN

Choice Varieties and Old Favorites

60c each, 4 for \$2.00

UPRIGHT DOUBLES

ANNA. Corolla strong magenta, sepals deep carmine.

FASCINATION. Corolla soft rose, sepals deep pink, streaked.

GYPSY QUEEN. Large rosy-mauve corolla, deep crimson sepals.

JOAN OF ARC. Tall growing double white, better than Ave Maria.

LUCKY STRIKE. Bluish-orchid corolla, pink sepals.

PATTY EVANS. Corolla white, veined rose-pink, sepals waxy-white tinted soft rose.

REITER'S GIANT. Very large Petunia-purple corolla, carmine sepals.

SEVENTEEN. (Reiter). One of the finest new fuchsias. Double corolla and long sepals are clear rose-pink. Free blooming.

STORM KING. Sepals deep carmine, corolla white and rose.

UNCLE JULES. (Reiter). A giant double purple and crimson of exceptional quality. Campanula-violet petals and deep crimson sepals.

UPRIGHT SINGLES

MAZDA. (Reiter). A greatly improved Sunset. Crisp deep carmine sepals and deeper carmine petals.

SACRAMENTO. Sepals, corolla and tube light carmine, petals long and straight with thin margin of deeper carmine.

WHITEMOST. Single white petals with pale pink sepals. Vigorous, free blooming.

HANGING BASKET (Trailing)

CASCADE. Deep carmine single corolla, slender white sepals flushed pale carmine.

MARINKA. Corolla single and crimson, sepals solid red.

MURIEL. Rosy-lilac single corolla, red reflexed sepals.

RED SPIDER. Long tube and narrow sepals deep red. Single corolla deep rose, veined and margined crimson.

SAN MATEO. Deep violet double corolla with pink splashes, up-curved sepals pink.

Chrysanthemums

Well-rooted Plants: 25c each

12 for \$2.50

EXHIBITION & LARGE FLOWERED

The largest-flowered type. Blooms reach magnificent proportions when plants are disbudded.

BETTY. Medium large bronze, incurved petals. Midseason.

CORONATION AMARANTH. Incurved mauve petals with crimson reverse. Late.

DAYBREAK. Opens yellow, passing to apricot pink. Late.

HELEN FRICK. Deep lavender incurved petals. Late.

EVENING GLOW. Bright golden-yellow. Early.

GARNET KING. Dark red, reflexed petal. Late.

INDIAN CHIEF. Deep mahogany bronze. Midseason.

MAJOR BOWES. Bright rosy pink. Midseason.

MRS. G. C. MASON. Bronzy-red with gold reverse. Late.

MRS. HARRY TURNER. Crimson flowers with incurved petals. Late.

PINK TURNER. Very pleasing shade of pink. Midseason.

WILLIAM TURNER. Large ball-shaped flowers pure white. Midseason.

WHITE CHIEFTAIN. White incurved petals with creamy center. Midseason.

YELLOW TURNER. Large light-yellow flowers with incurved petals. Midseason.



POMPON



DAYBREAK

Pompons

Pink

MINUET. Light pink button type. Late.

PINK PEARL. Light rose pink, fully double. Midseason.

White

PEARL. White with shell-pink blush. Midseason.

TREASURE ISLAND. Large white. Late.

Yellow

HASHEGAWA. Large golden-yellow. Late.

SPUN GOLD. Deep lemon yellow. Late.

Red

FIRE BALL. Large bright crimson.

RUFUS. Crimson-maroon, low compact habit. Early.

WILDFIRE. Showy brilliant red, holds color. Late.

Bronze

BRONZE MASTERPIECE. Apricot-bronze, tinted gold at center. Late.

LEGAL TENDER. Rich gold, mahogany tints. Midseason.

PIRATE'S GOLD. Rich golden bronze. Late.

Purple

AMETHYST. Large clusters of reddish-purple flowers. Late.

FLEUR. Clusters of purplish-red flowers on low, bushy plants. Midseason.

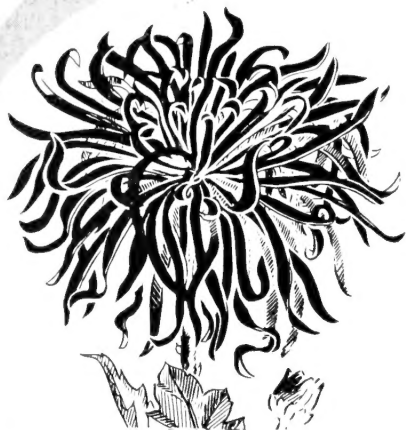
THE DEPENDABLE 'MUMS

Chrysanthemums are popular garden subjects because they are enjoyed indoors as cutflowers and in the garden for their masses of color. A good selection of varieties in a sizable planting will provide a gorgeous array of blooms from August until frost. The variation in habit of growth from small compact plants for borders and foreground planting to the tall, vigorous growers is a challenge to the imaginative gardener. Chrysanthemums are easy to grow. All they require is a place in the sun and a reasonably good well-drained soil. They dislike being crowded among fast growing annuals. Give them room to grow and rejoice in their reward of an abundance of autumnal splendor. When you buy Chrysanthemums you are making a garden investment. Each plant will return four or five times its original cost in new plants when divisions or cuttings (preferred) are taken the following spring.

MORE CHRYSANTHEMUMS ON NEXT PAGE

James' Blue Ribbon Chrysanthemums

Well-rooted Plants: 25c each, 12 for \$2.50



SPIDER

Spiders

Graceful, long, curving tubular petals are charming and effective.

ALICE TASHIMA. Large white. Long petals with hooked ends.

BESS WITT. Long tubular petals bronzy-orange. Midseason.

KAY TASHIMA. Very full flowers, pure white. Midseason.

JAPANESE MAIDEN. Yellow with red tinge. Late.

NIGHTINGALE. Greenish white. Midseason.

PEGGY ANN HOOVER. Narrow tubular petals shell-pink. Midseason.

RED SPIDER. Large crimson-maroon. Midseason.

SAN GABRIEL. Thread-like tubular petals, golden-yellow. Late.

WAIKIKI. Apricot-bronze, golden tips. Late.

Cascades

Suitable for culture in pots and training as cascades of small single flowers.

ANNA. Small semi-double white. Early.

JANE HARTE. Small yellow single. Early.

PURPLE QUEEN. Small bright-purple anemone. Midseason.

RADIANT. Bright red single. Midseason.

Spoons

Unique flowers have long tubular petals with spoon-shaped tips.

BRILLIANCE. Long tubular petals buff-rose with maroon tips. Midseason.

PINK SPOON. Small light pink. Midseason.

YELLOW SPOON. Small, lemon-yellow. Early.

WHITE MATCHSTICKS. Medium-sized white flowers. Midseason.



SPOON

Anemones

Flat, broad petals in outer rows surround cushion center.

BEAUTIFUL LADY. Large-flowered bright pink, yellow cushion. Midseason.

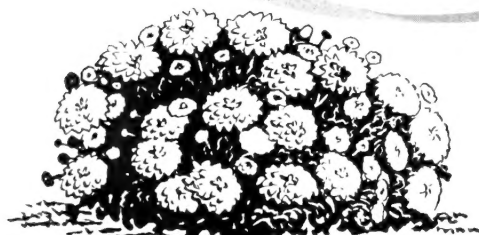
DAISY. Rich deep maroon with gold center. Compact, free flowering. Midseason.

ENCHANTRESS. Large deep pink. Late.

GOLDEN PHEASANT. Outer petals lemon-yellow, cushion golden-yellow. Early.

RUSTIC. Small bright red. Late.

SINCERITY. Pure white with white florets. Early.



CUSHION

Cushions

Very dwarf plants with a multitude of showy flowers from September until frost.

AMELIA. Bright pink.

CHAMPION. Bronzy-red turning to golden bronze.

COMMANDER CUSHION. Very bright crimson.

QUEEN CUSHION. Snowy white.



SINGLE

Singles

ALEX STRIBLING. Fine large white single with yellow center. Midseason.

GOLDEN MENZA. Rich golden-yellow. Midseason.

SARONG. Bright crimson-scarlet. Late.

VAGABOND. Apricot-buff on strong stems. Midseason.



CAMELLIA

IDEAL FOR POT PLANTS

Shift the plants to larger pots, using one-half compost or well-rotted manure and one-half adobe or soil on the clay side. Pinch off flower buds until plants are well branched. Water daily. Use peat or leaf mold for top mulch only.

Double Petunias

4" pots: 60c each, 12 for \$6.00

BLUE BROCADE. Gardenia-like flowers are an attractive violet-blue.

CAMELLIA. Camellia-type flowers are purplish-blue with white markings.

LOVELINESS. Low, compact plants with large rose-pink flowers.

QUEEN OF THE PINKS. Very double rich pink ruffled flowers.

SHARON LEE. Deep red ruffled flowers on compact plants.

SNOW WHITE. Large double pure white flowers on compact plants.